Earth is Blue:
Educational Videos About Your National Marine Sanctuaries

Nick Zachar
Video Production Coordinator
Nick.Zachar@noaa.gov

Shannon Shikles
Multimedia Coordinator
Shannon.Shikles@noaa.gov
What we will cover in this webinar

- The history of the EIB campaign
- How we create these resources
- Where you access & ways to use these videos
- How YOU can contribute
Poll Question #1

Have you ever viewed an Earth is Blue video?

a) Yes
b) No
History of the Earth is Blue Campaign
Poll Question #2

What are you most interested in learning about the campaign?

a) How we create these videos
b) Ways you can use Earth is Blue content
c) Types and categories of videos we create
d) All of the above
How do we create these resources?

CAPTURE
PROCESS
SCRIPT
REVIEW
EDIT
REVIEW
SHARE
Capture & Collect

EXPLORING THE DEEP WATERS OF AMERICAN SAMOA
2017 American Samoa Expedition

Re: Close Encounters of the Turtle Kind

Elizabeth Weinberg - NOAA Affiliate

To: Gena, Nick, me.

Almost certainly! This is delightful. Looping in Nick and Shannon to confirm.

Is that a wrench it's trying to pick up? And do you know what kind of turtle that is? Green sea turtle?

Thanks,
Liz

On Tue, Mar 19, 2019 at 12:11 PM Gena Parsons - NOAA Affiliate

Liz,
Is this something you could use? Our buoy team got an assist from a curious turtle.
Gena Parsons
National Marine Sanctuary Foundation Communications and Outreach Manager
In support of Florida Keys National Marine Sanctuary
Star light, star bright, first star I see tonight – make a wish and get to know the sea stars of NOAA's Greater Farallones National Marine Sanctuary!

Meet the green sea turtle, a resident of Hawaiian Islands Humpback Whale National Marine Sanctuary.

Honu (green sea turtle)

If you've visited Hawaiian Islands Humpback Whale National Marine Sanctuary, you might have been lucky enough to see a honu, or green sea turtle. Get to know these gentle creatures in our video!
How to access and ways to use these resources
Social Media

Sanctuaries (NOAA) ☀
@sanctuaries

The National Marine Sanctuary System is a network of special places preserving & protecting America's ocean and Great Lakes. RTs/follows are not endorsements.

United States sanctuaries.noaa.gov Joined August 2008
941 Following 73K Followers

Instagram

noaasanctuaries

2,256 posts 106k followers 156 following

US National Marine Sanctuaries
NOAA's national marine sanctuaries protect our underwater treasures, covering more than 600,000 square miles from the Florida Keys to American Samoa.
sanctuaries.noaa.gov/magazine/giys/welcome.html

Followed by probablysueholder, turkey_enthusiast, jennamoelle4 + 10 more
Honu (green sea turtle)

January 2020

If you've visited Hawaiian Islands Humpback Whale National Marine Sanctuary, you might have been lucky enough to see a honu, or green sea turtle. Get to know these gentle creatures in our video.
Ways to use these resources
Poll Question #3

What “content category” would you like to see more of?

a) Research feature
b) Creature/shipwreck feature
c) Conservation/stewardship feature
d) All of the above
How you can contribute to Earth Is Blue

#EarthIsBlue
#GetIntoYourSanctuary
#ILoveMySanctuary
This resource is for YOU
Questions?

Nick Zachar
Video Production Coordinator
Nick.Zachar@noaa.gov

Shannon Shikles
Multimedia Coordinator
Shannon.Shikles@noaa.gov